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TFW 2171

CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10)

Applicant(s): Stuart Ozer, et al.

Docket No.

14531.151

Application No.

09/991,389

Filing Date

November 21, 2001

Examiner

Brian D. Goddard

Customer No.

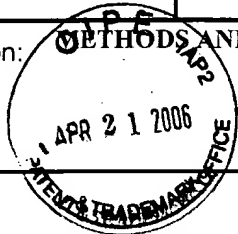
047973

Group Art Unit

2171

Invention:

METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING ADVERTISEMENTS



I hereby certify that the following correspondence:

Transmittal Letter (2 pgs); Information Disclosure Statement (2 pgs); Form PTO-1449 Listing all Cited References (3 pgs); Legible Copies of Fourteen (14) Cited References; Form PTO-2038 in the amount of \$180.00; postcard; and Certificate of Express Mailing Label No. EV 843998461 US

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is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on

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TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT
(Under 37 CFR 197(b) or 1.97(c))

Docket No.
14531.151

In Re Application Of:

Stuart Ozer, et al.

Application No.	Filing Date	Examiner	Customer No	Group Art Unit	Confirmation No.
09/991,389	11/21/2001	Brian D. Goodard	047973	2161	5411

Title:

METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING ADVERTISEMENTS



Address to:
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P.O. Box 1450
Alexandria, VA 22313-1450

37 CFR 1.97(b)

1. ☐ The Information Disclosure Statement submitted herewith is being filed within three months of the filing of a national application other than a continued prosecution application under 37 CFR 1.53(d); within three months of the date of entry of the national stage as set forth in 37 CFR 1.491 in an international application; before the mailing of a first Office Action on the merits, or before the mailing of a first Office Action after the filing of a request for continued examination under 37 CFR 1.114.

37 CFR 1.97(c)

2. ☒ The Information Disclosure Statement submitted herewith is being filed after the period specified in 37 CFR 1.97(b), provided that the Information Disclosure Statement is filed before the mailing date of a Final Action under 37 CFR 1.113, a Notice of Allowance under 37 CFR 1.311, or an Action that otherwise closes prosecution in the application, and is accompanied by one of:

☐ the statement specified in 37 CFR 1.97(e);

OR

☒ the fee set forth in 37 CFR 1.17(p).

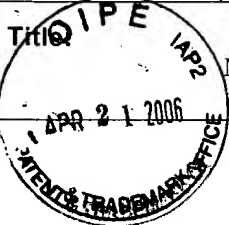
TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT
(Under 37 CFR 197(b) or 1.97(c))

Docket No.
14531.151

In Re Application Of:

Stuart Ozer, et al.

Application No. 09/991,389	Filing Date 11/21/2001	Examiner Brian D. Goddard	Customer No 047973	Group Art Unit 2161	Confirmation No. 5411
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METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING ADVERTISEMENTS

Payment of Fee

(Only complete if Applicant elects to pay the fee set forth in 37 CFR 1.17(p))

- ☐ A check in the amount of \$ _____ is attached.
- ☒ The Director is hereby authorized to charge and credit Deposit Account No. 23-3178 as described below.
- ☐ Charge the amount of \$ _____
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Signature

Dated: April 21, 2006

cc: JENS C. JENKINS
Attorney for Applicant
Registration No. 44,803
Customer No. 047973

EXPRESS MAIL LABEL NO.: EV 843998461 US

Form PTO-1449

Sheet 1 of 3

Applicant: Stuart Ozer, et al.

Serial No.: 09/991,389

Att'y Docket No.: 14531.151

Filing Date: November 21, 2001

Group: 2161

Confirmation No.: 5411

For: METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING
ADVERTISEMENTS



INFORMATION DISCLOSURE CITATIONS MADE BY APPLICANT

U.S. Patent Documents

<u>Examiner Initial*</u>	<u>Patent Number</u>	<u>Issue Date</u>	<u>Name</u>	<u>Class</u>	<u>Sub Class</u>	<u>Filing Date</u>
_____ A1.	5,920,700	07/06/1999	Gordan et al.	395	200	09/06/1996
_____ A2.	6,029,176	02/22/2000	Cannon	707	104	11/25/1997
_____ A3.	6,526,438	02/25/2003	Bienvenu et al.	709	219	01/12/1999
_____ A4.	5,825,876	10/20/1998	Peterson, Jr.	380	4	03/12/1996
_____ A5.	6,134,532	10/17/2000	Lazarus et al.	705	14	11/14/1997

Examiner:

Date Considered:

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

EXPRESS MAIL LABEL NO.: EV 843998461 US

Form PTO-1449

Sheet 2 of 3

Applicant: Stuart Ozer, et al.

Serial No.: 09/991,389

Att'y Docket No.: 14531.151

Filing Date: November 21, 2001

Group: 2161

Confirmation No.: 5411

For: METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING
ADVETISEMENTS

U.S. Patent Application Publication Documents

<u>Examiner Initial*</u>	<u>Publication Number</u>	<u>Filing Date</u>	<u>Name</u>	<u>Class</u>	<u>Sub Class</u>
_____ A6.	2003/0101454	11/21/2004	Ozer, et al.	725	42.
_____ A7.	2002/0049968	06/08/2001	Wilson et al.	725	35
_____ A8.	2004/0078809	05/21/2001	Drazin	725	34
_____ A9.	2002/0078444	12/05/2000	Krewin et al.	725	35
_____ A10.	2003/0093792	06/27/2001	La beeb et al.	725	46
_____ A11.	2002/0069407	06/04/2001	Fagnani et al.	725	35
_____ A12.	2005/0235318	06/16/2005	Grauch et al.	725	46
_____ A13.	2003/0074252	10/12/2001	Chandler-Pepelnjak et al.	705	10
_____ A14.	2003/0130887	10/3/2001	Nathaniel	705	14

Examiner:

Date Considered:

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

EXPRESS MAIL LABEL NO.: EV 843998461 US

Form PTO-1449

Sheet 3 of 3

Applicant: Stuart Ozer, et al.

Serial No.: 09/991,389

Att'y Docket No.: 14531.151

Filing Date: November 21, 2001

Group: 2161

Confirmation No.: 5411

For: METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING
ADVERTISEMENTS

References Cited by Applicants

While the filing of Information Disclosure Statements is voluntary, the procedure is governed by the guidelines of Section 609 of the Manual of Patent Examining Procedure and 37 C.F.R. §§ 1.97 and 1.98. To be considered a proper Information Disclosure Statement, Form PTO-1449 shall be accompanied by a copy of each listed patent or publication or other item of information and a translation of the pertinent portions of foreign documents (if an existing translation is readily available to the applicant), an explanation of relevance of each reference not in the English language, and should be submitted in a timely manner as set out in MPEP Sec. 609.

Examiners will consider all citations submitted in conformance with 37 C.F.R. § 1.98 and MPEP Sec. 609 and place their initials adjacent the citations in the spaces provided on this form. Examiners will also initial citations not in conformance with the guidelines which may have been considered. A reference may be considered by the Examiner for any reason whether or not the citation is in full conformance with the guidelines. A line will be drawn through a citation if it is not in conformance with the guidelines AND has not been considered. A copy of the submitted form, as reviewed by the Examiner, will be returned to the applicant with the next communication. The original of the form will be entered into the application file.

Each citation initialed by the Examiner will be printed on the issued patent in the same manner as references cited by the Examiner on Form PTO-892.

The reference designations "A1," "A2," etc. (referring to Applicant's reference 1, Applicant's reference 2, etc.) will be used by the Examiner in the same manner as Examiner's reference designations "A," "B," "C," etc. on Office Action Form PTO-1142.

PPA0000003164V001

Examiner:

Date Considered:

*EXAMINER: Initial if reference considered, whether or not citation is in conformance, with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

EXPRESS
OIPF 1AP2
1 APR 21 2006
PATENT & TRADEMARK OFFICE

Docket No.: 14531.151

In re application of:

) Art Unit
) 2161

Customer No. 047973

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Please find, pursuant to 37 C.F.R. § 1.98(a)(1), the enclosed Form PTO-1449 which contains a list of all patents, publications, or other items that have come to the attention of one or more of the individuals designated in 37 C.F.R. § 1.56(c). While no representation is made that any of these references may be "prior art" within the meaning of that term under 35 U.S.C. §§ 102 or 103, the enclosed list of references is disclosed so as to fully comply with the duty of disclosure set forth in 37 C.F.R. § 1.56.

180.00 OP

Moreover, while no representation is made that a specific search of office files or patent office records has been conducted or that no better art exists, the undersigned attorney of record believes that the enclosed art is the closest to the claimed invention (taken in its entirety) of which the undersigned is presently aware, and no art which is closer to the claimed invention (taken in its entirety) has been knowingly withheld.

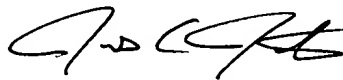
In accordance with 37 C.F.R. §§ 1.97 and 1.98, a copy of each of the listed references or relevant portion thereof is also enclosed.

Since all listed references are either in the English language or are accompanied by a translation into English, no concise explanation of relevance is required under 37 C.F.R. § 1.98(a)(3).

In accordance with 37 C.F.R. § 1.97(c), Form PTO 2038 in the amount of \$180.00 [amount in § 1.17(i)(1) to cover the submission fee] is enclosed to secure consideration of the references submitted with this Information Disclosure Statement.) Please credit any over payment or charge any additional fees to Deposit Account No. 23-3178 of the undersigned.

Dated this 21 day of April, 2006.

Respectfully submitted,



JENS C. JENKINS
Attorney for Applicant
Registration No. 44,803
Customer No. 047973